
State: Arkansas **Filing Company:** Physicians Mutual Insurance Company
TOI/Sub-TOI: MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.012 Multi-Plan 2010
Product Name: Med Sup/LTC
Project Name/Number: PMA3825AR/PMA3825AR

Filing at a Glance

Company: Physicians Mutual Insurance Company
Product Name: Med Sup/LTC
State: Arkansas
TOI: MS08I Individual Medicare Supplement - Standard Plans 2010
Sub-TOI: MS08I.012 Multi-Plan 2010
Filing Type: Advertisement
Date Submitted: 10/12/2012
SERFF Tr Num: PHYS-128725938
SERFF Status: Closed-Filed-Closed
State Tr Num:
State Status: Filed-Closed
Co Tr Num: PMA3825AR

Implementation: On Approval
Date Requested:
Author(s): Sonya Dickey, Sara Magee-Garcia
Reviewer(s): Stephanie Fowler (primary)
Disposition Date: 10/16/2012
Disposition Status: Filed-Closed
Implementation Date:

State Filing Description:

State: Arkansas
TOI/Sub-TOI: MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.012 Multi-Plan 2010
Product Name: Med Sup/LTC
Project Name/Number: PMA3825AR/PMA3825AR

Filing Company: Physicians Mutual Insurance Company

General Information

Project Name: PMA3825AR
Project Number: PMA3825AR
Requested Filing Mode: Review & Approval
Explanation for Combination/Other:
Submission Type: New Submission
Overall Rate Impact:
Deemer Date:
Submitted By: Sara Magee-Garcia

Status of Filing in Domicile: Pending
Date Approved in Domicile:
Domicile Status Comments:
Market Type: Individual
Individual Market Type:
Filing Status Changed: 10/16/2012
State Status Changed: 10/16/2012
Created By: Sara Magee-Garcia
Corresponding Filing Tracking Number: PMA3825AR

Filing Description:

RE: Medicare Supplement Insurance & Long Term Care Insurance Advertisements
Invitations to Inquire
Letter portion: PMA3825AR
Reply Card portion: PMA3825AAR

Attached are copies of the above referenced material for your review and approval. This material will be used by licensed agents in your state to create an interest in the following Medicare Supplement policies/rider:

Policies Medicare Plans Approval Dates

P020AR A 8-12-09
P025AR F 8-12-09
P026AR G 8-12-09
P027AR High Ded F 8-12-09
P029AR N 5-11-11
High Deductible Premium Discount Rider B345 8-12-09

This material could also generate interest in one of the following Long Term Care Insurance policies:

Policies Approval Dates

P145AR 8-11-04
P146AR 8-11-04
P147AR 8-11-04
P148AR 8-11-04

It will also be used to create an interest in any of our other approved policies. Variable information has been indicated with brackets and includes the contact phone number and product lines. The product lines listed in the material will be display the product lines that the agent is licensed to sell. If you have any questions concerning material, please contact me at 1-800-228-9100, option 1, option 6, extension 2633. You may also contact me via email at Sara.Magee-Garcia@physiciansmutual.com. Your assistance in getting the material approved for use is greatly appreciated.

Company and Contact

Filing Contact Information

Sara Magee-Garcia, Advertising
Compliance Coordinator
2600 Dodge Street
Omaha, NE 68131

sara.magee-garcia@physiciansmutual.com
402-930-2633 [Phone]
402-633-1096 [FAX]

State: Arkansas
TOI/Sub-TOI: MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.012 Multi-Plan 2010
Product Name: Med Sup/LTC
Project Name/Number: PMA3825AR/PMA3825AR

Filing Company Information

Physicians Mutual Insurance
Company
2600 Dodge Street
Omaha, NE 68131
(402) 633-1188 ext. [Phone]

CoCode: 80578
Group Code: 367
Group Name:
FEIN Number: 47-0270450

State of Domicile: Nebraska
Company Type:
State ID Number:

Filing Fees

Fee Required? Yes
Fee Amount: \$100.00
Retaliatory? No
Fee Explanation: \$50 per form , 2 forms included
Per Company: No

Company	Amount	Date Processed	Transaction #
Physicians Mutual Insurance Company	\$100.00	10/12/2012	63772760

SERFF Tracking #:	PHYS-128725938	State Tracking #:		Company Tracking #:	PMA3825AR
State:	Arkansas	Filing Company:	Physicians Mutual Insurance Company		
TOI/Sub-TOI:	MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.012 Multi-Plan 2010				
Product Name:	Med Sup/LTC				
Project Name/Number:	PMA3825AR/PMA3825AR				

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	10/16/2012	10/16/2012

SERFF Tracking #:	PHYS-128725938	State Tracking #:		Company Tracking #:	PMA3825AR
State:	Arkansas	Filing Company:	Physicians Mutual Insurance Company		
TOI/Sub-TOI:	MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.012 Multi-Plan 2010				
Product Name:	Med Sup/LTC				
Project Name/Number:	PMA3825AR/PMA3825AR				

Disposition

Disposition Date: 10/16/2012

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

Schedule	Schedule Item	Schedule Item Status	Public Access
Form	PMA3825AR	Filed-Closed	Yes
Form	PMA3825AAR	Filed-Closed	Yes

State:	Arkansas	Filing Company:	Physicians Mutual Insurance Company
TOI/Sub-TOI:	MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.012 Multi-Plan 2010		
Product Name:	Med Sup/LTC		
Project Name/Number:	PMA3825AR/PMA3825AR		

Form Schedule

Lead Form Number: PMA3825AR							
Item No.	Schedule Item Status	Form Number	Form Type	Form Name	Action/ Action Specific Data	Readability Score	Attachments
1	Filed-Closed 10/16/2012	PMA3825AR	ADV	PMA3825AR	Initial:		PMA3825AR.pdf
2	Filed-Closed 10/16/2012	PMA3825AAR	ADV	PMA3825AAR	Initial:		PMA3825AR.pdf

Form Type Legend:

ADV	Advertising	AEF	Application/Enrollment Form
CER	Certificate	CERA	Certificate Amendment, Insert Page, Endorsement or Rider
DDP	Data/Declaration Pages	FND	Funding Agreement (Annuity, Individual and Group)
MTX	Matrix	NOC	Notice of Coverage
OTH	Other	OUT	Outline of Coverage
PJK	Policy Jacket	POL	Policy/Contract/Fraternal Certificate
POLA	Policy/Contract/Fraternal Certificate: Amendment, Insert Page, Endorsement or Rider	SCH	Schedule Pages

Your Important Medicare Supplement Update

Do you know how Medicare and Medicare Supplement insurance policies affect your choices for doctors, hospitals and prescriptions? Also, do you know your options for home health care and long term care?

We can help you with your options and make sure you have what works best for you.

Learn more.
For FREE information, fill out and return this postage-paid, NO OBLIGATION card today.

You'll get FREE information on these options:

- [Medicare Supplement]
- [Dental Protection]
- [Prescription Drug Savings Card]
- [Final Expense]
- [Long-Term Care]
- [Fixed Annuities]

I understand I have no cost or obligation when a producer contacts me to provide complete details including costs and limitations. Physicians Mutual Insurance Company offers Long-Term Care Insurance, Dental Insurance and Medicare Supplement. Physicians Life Insurance Company offers Life Insurance and Annuities. We are not connected with, nor endorsed by, the U.S. Government or the Federal Medicare Program.

PMA3825AR

▼ Detach and Mail Today ▼

Mail Today [or Call Toll-Free 1-999-999-9999]

YES. I would like FREE information on:

- ☐ [Medicare Supplement Protection, including a FREE copy of *A Guide to Health Insurance for People with Medicare.*]
- ☐ [Dental Protection]
- ☐ [Prescription Drug Savings Card]
- ☐ [Final Expense Protection]
- ☐ [Long-Term Care Protection]
- ☐ [Fixed Annuities]

999999999999 999999 9999
Sample J. Samplexxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
Address 2xxxxxxxxxxxxx
Address 1xx
City, State Zip

Physicians Mutual Insurance Company offers Long-Term Care Insurance, Dental Insurance and Medicare Supplement. P020/P025/P026/P027/P029/B345/P145/P146/P147/P148/C250A. Physicians Life Insurance Company offers Life Insurance and Annuities. L708/L712/L726/L730/L731/L732/L762/AP100/AP110/AP111/AP112/AP114/AP116/AP117. We are not connected with, nor endorsed by, the U.S. Government or the Federal Medicare Program.

[XXX-XXXX]
[XXX]

[health life retirement]



S795

Intelligent Mail Barcode
9999999999 999999 9999 Pre65 Prospect
Sample J. Samplexxxxxxxxxxxxxxxxxxxxxxxxxxxx
Address 2xxxxxxxxxxxx
Address 1xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
City, State Zip

PRSR STD
U.S. POSTAGE
PAID
OMAHA, NE
PERMIT #221



IMPORTANT: Do You Know Your Options?
— OPEN AT ONCE —



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UNITED STATES



CMS Processing Center
PO BOX 641220
OMAHA, NE 68164-9903



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- ☐ [Dental Protection]
- ☐ [Long-Term Care Protection]
- ☐ [Prescription Drug Savings Card]
- ☐ [Fixed Annuities]

999999999999 999999 9999
Sample J. Samplexxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
Address 2xxxxxxxxxxxxx
Address 1xx
City, State Zip

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[XXX-XXXX]
[XXX]

[health life retirement]



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9999999999 999999 9999 Pre65 Prospect
Sample J. Samplexxxxxxxxxxxxxxxxxxxxxxxxxxxx
Address 2xxxxxxxxxxxx
Address 1xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
City, State Zip

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OMAHA, NE
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